

SEP 19 2006
KAPLAN GILMAN GIBSON & DERNIER LLP

COUNSELORS AT LAW
900 ROUTE 9 NORTH, WOODBRIDGE, NEW JERSEY 07095
TELEPHONE (732) 634-7634, FACSIMILE (732) 634-6887
WWW.KGGD.COM

MICHAEL R. GILMAN
JEFFREY I. KAPLAN
TIMOTHY X. GIBSON
MATTHEW B. DERNIER

ASSOCIATE
PERRY M. FONSECA
REG. PATENT ATTORNEY
LESLIE S. GARMAISE¹
OF COUNSEL
JOSEPH B. LERCH
¹ NY AND CT BAR ONLY
² CO, IL, AND TX BAR ONLY

FACSIMILE COVER SHEET

CONFIDENTIALITY NOTICE: The information contained in this facsimile message, along with any attachments hereto, is privileged and confidential, intended only for the use of the individual or entity named below. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copy of this telecopy, including its attachments, is strictly prohibited. If you have received this telecopy in error, please immediately notify us by telephone and return the original message and attachments to us at the address listed above via the United States Postal Service. We will reimburse for postage on all such returned messages.

TO: Examiner Jeffrey D. Carlson

COMPANY: U.S. Patent and Trademark Office

FAX NO.: 571-273-8300

FROM: Joseph B. Lerch, Esq.

We are sending a communication of **5** page(s) (including this cover sheet). Please call (732) 634-7634 immediately if transmission is interrupted or of poor quality.

OUR REF: 691/2

DATE: September 19, 2006

MESSAGE:

Attached please find a copy of a draft submission to be used during a telephone interview that will be arranged with the examiner.

Patents * Trademarks * Copyrights * Licensing * Litigation

NEW YORK OFFICE:

PAGE 1/5 * RCVD AT 9/19/2006 5:40:19 PM [Eastern Daylight Time] * SVR:USPTO-EFAXF-5/15 * DNIS:2738300 * CSID:7326346887 * DURATION (mm-ss):02-02

SEP 19 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Samuel Sergio Tenenbaum

Group Art Unit: 3622

Application No.: 09/922,232

Examiner: Jeffrey D. Carlson

Filed: August 3, 2001

Attorney Docket No. 691/2

For: COMPUTER ADVERTISING METHOD
AND SYSTEM

Mail Stop: AF
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**PROPOSED REQUEST FOR RECONSIDERATION
(FOR DISCUSSION PURPOSES ONLY)**

Sir:

It is respectfully requested that the Examiner reconsider the final rejection issued in the above-referenced patent application on March 8, 2006 and allow all of the claims as presently constituted. Grounds supporting this action are presented below.

Certificate of Mailing

I hereby certify that this correspondence is being deposited with the United States Postal service as first class mail, in a postage prepaid envelope, addressed to Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450 on the date below:

Dated _____

Signed _____

Print Name: Paula M. Halscy